

THE COOLNESS OF THIS STORE IS NOTICEABLE THESE HOT DAYS WHETHER YOU SHOP IN THE MORNING OR IN THE HEAT OF THE DAY YOU WILL FIND IT PLEASANT TO SHOP HERE.



## Parasols Half Off and More

It's the season's contribution from one of our best makers, as the result of our extensive buying, and comes at an opportune time.

FIRST SHOWING Monday—300 clean, perfect Parasols, and this season's styles. 150 of them made, full size, of soft quality Taffeta and Messaline Silk, in plain, stripes, fancy bordered and hemstitched styles, will average more than ONE-HALF OFF at the special selling price of

# \$1.65

150 MORE, mostly one of a kind, novelty and exclusive styles, at \$1.95, \$2.50, \$3.00 and up to \$9.50. All are easily to be recognized as being priced at 1/2 Off.

## Confidentially Some wise individual once said:

"It's very easy to tell an exciting story if one doesn't have to stick to the truth."

This is very applicable to advertising. And if we cared to deviate from our fixed ideas, we could make our advertising much more alluring.

But we only print what we can back up—and we back up what we print.

### Silk Combinations.

Dainty new envelope pink, blue and white crepe de chine and Pussy Willow silk combinations, ribbon trimmed, are splendid values at \$2.35 and upwards. —2nd Floor—

Embroidery Flouncings and Laces—newworthy assortments. Prices

## Special!

See them Monday.

45 in. Organdy Flouncings in numerous fetching designs; values up to \$1.50 per yard. Special .....95¢

Organdy Flouncings, 18 and 27 in. wide, in refined floral designs, suitable for the graduate; are special values at, per yard.....\$1.25 and 75¢

36 in. All Over Laces, in white, cream, ecru and black; for Monday, per yard.....\$1.25

## Special!

Normandy Val Laces, from 3 to 5 in. wide, for lace flouncings; values to 15c, at, per yard.....\$1.3¢

# EVERYBODY'S Who's Your Tailor?

**Who's Your Dressmaker?** Does it happen to be one of the "Let me buy it for you" kind---which in most cases means "graft" or "rake-off" to them---which you pay for? During the past few days we have had occasion to "open the eyes" of several people to these questionable methods.

### Nobody Gets a Discount Here

which may account for some of the things you hear, for as one man said to us---after he was forced to buy material here for two garments---"of course I recommend such and such a store for I get 10 percent off there."

When You Spend Your Money Think This Over

## No Dresses Like These Elsewhere at .....\$4.95 For the June Bride

Authoritative styles in "Bridal Dresses" continue to arrive

Showing the newest features---the round fishtail and court trains. Exquisite soft satin materials, overdresses of real lace, chiffon and net; some having the new chiffon and Mosquitair sleeves; both regulation waists and empire effects.....\$29.75 to \$75.00  
One extremely smart model in 1830 style.



You'll be pleasantly surprised at their quality and dainty styles. It's the result of extra effort on our part to provide the best possible value to offer to Misses for summer wear at a moderate cost. They are Ideal Graduation Dresses---the price is in keeping with the late idea of "keeping down the graduation expenses."

Dresses of practical summer wash materials; Voiles, Dimities, Rice Cloths, Dotted Swisses and other new summer fabrics. Each dress a simple, practical style, with the new flare skirts, in plain and embroidered flouncings. See these before you decide on your dress for graduation. Splendid selection at

# \$4.95

—Misses' Dresses, 3rd Floor—

## Special Attractions in the Silk Section That Invite Your Attention Monday

**\$1.00 MARQUETTE 50c**—36 in. Pure Silk Marquette in black only. Special, per yard.....50¢

**50c PONGEE 39c**—Yard wide Wash Pongee; good heavy weight, in light blue, pink and white. Per yard.....39¢

**\$1.75 SILK HABUTAI \$1.39**—Cheney's 44 in. good heavy weight Silk Habutai; colors guaranteed. Per yard.....\$1.39

**\$1.25 CREPE DE CHINE 79c**—36 to 40 in. Underwear Crepe de Chine in medium weight, black, white and colors. Per yard.....79¢

**BLACK TAFFETA SILK.**  
Favored Summer Fabric—So desirable for Coats, Coat Suits, Separate Skirts and Dresses. \$1.50 36 in. wide, heavy Black Taffeta, fully guaranteed; special at, per yard.....\$1.00

**\$1.00 CRYSTAL CREPE 50c**—36 in. to 40 in. wide Crystal Crepe; very desirable for blouses and dresses. Per yard.....50¢

**\$4.50 ITALIAN SILK \$3.00**—72 in. Italian Silk, specially made for undergarments; heavy quality. Per yard.....\$3.00

## Blouses

Dainty New Styles at  
95c, \$1.95, \$2.95,  
\$3.95

At 95c are Jap Silk and Voile Blouses in simple and practical styles; high and low neck models; unusual values at.....95¢

At \$1.95 are Blouses of Crepe de Chine, Pussy Willow Taffeta, Pongee, Tub Silks, in rolling collar and pocket trimmed styles. Choice at.....\$1.95

At \$2.95 are Crepe de Chine, Cream Lace and combinations of black and white lace effects; fancy pocket trimmed, at.....\$2.95

## \$1.25 and \$1.50 Chiffon Taffeta Per Yard 95c

\$1.25 and \$1.50 Chiffon Taffeta in plain colors and hairline stripes; guaranteed to wear. A full range of shades. Per yard.....95¢

**\$1.50 AND \$1.75 CREPE DE CHINE, YARD.....\$1.29**  
**\$2.00 42 IN. CREPE METEOR, YARD.....\$1.39**  
**\$2.25 42 IN. CREPE DE CHINE, YARD.....\$1.49**  
**\$2.50 AND \$3.00 NOVELTY CREPE DE CHINE.....\$1.95**  
**\$3.50 AND \$4.00 PUSSY WILLOW TAFFETA.....\$2.50**

## We Begin Another Busy Week Monday in the Wash Goods Section With These Special Values

Dainty sheer Voiles in light and dark color combinations; regular 25c values. Special.....19¢

Beautiful Sheer Genuine Scotch Tissues, Voiles, figured and dotted Swisses. Special at, yard.....15¢

Dainty sheer Embroidered Voiles and Crepes, 36 and 38 in. wide, are excellent special values at, per yard.....75¢

Sheer Flaxons, Voiles, Batistes, Organdies and 27 in. Eponge; special values at, per yard.....10¢

32 in. Shirting Madras in all-white, neat stripe effects; a splendid assortment. Special values, yd., 10¢

40" and 42 in. dainty Embroidered Voiles and Organdies; pretty new designs; are special values at, per yard.....95¢

40 in. Seed and Splash Voiles in dainty printed and tinted weaves; must be seen to be appreciated. At.....35¢

39 in. plain Flaxons, striped Voiles, Lace Cloth, etc., for dainty dresses and blouses. Special values at, per yard.....18¢

## Art Needlework

As an invitation to you to get acquainted with our Enlarged and Improved Art Needlework Section---west side of Mezzanine Floor---for Monday we quote some Radical Reductions on new, clean, desirable Stamped Pieces and the necessary accessories.

**25c PILLOW TOPS—18c**—Linen and Crash Pillow Tops, with backs stamped in Dahlia and other floral and conventional designs. 25c regular. Special.....18¢

**\$1.00 SCARFS 69c**—Scarfs made of Linen and Crash in floral and conventional designs. \$1.00 regular. Special.....69¢

**35c LAUNDRY BAGS 27c**—Large sizes, made of Crash and Linen, in natural and white, stamped and stenciled. 35c regular. Special.....27¢

**75c PILLOW SLIPS 49c**—Made of good quality Muslin, scalloped edges; stamped; size 36x42. Regular 75c. Special.....49¢

**\$1.25 GOWNS 89c**—Fine quality Crepe Gowns, stamped in many pretty styles. \$1.25 regular. Special.....89¢

**25c TOWELS—18c**—Guest Towels, made of good quality Huck Toweling; stamped in cross-stitch designs. 25c regular. Special.....18¢

**50c TOWELS 45c**—Fine quality Linen finished Huck Towels; stamped in many new designs; 30x36. 50c regular. Special.....45¢

**BABY BATH TOWELS**, stamped baby, ready for embroidering, regular 25c. Special.....19¢

**ROYAL SOCIETY ROPE SILK** in all colors regular 2 for 5c—Special 3 for.....5c

**D. M. C. EMBROIDERY FLOSS** in white—regular 2 for 5c—Special 3 for.....5c

**CROCHET HOOKS** in all sizes with hard thumb piece or wooden handles. Regular 5c each—Special 3 for.....5c

## Special

Women's Italian Silk Vests, in pink and white; an excellent summer garment. Specially priced, while 15 dozen last, at, each.....\$1.00

At \$3.95 are splendid values in Pussy Willow Taffeta and black and white diamond check Chiffons; also Crepe de Chine; specially priced at.....\$3.95



## The Only Hats of Super-Quality in El Paso at.....\$4.95

If we'd head this important item in Millinery with "\$10.00, \$12.00 and \$15.00 Hats for \$4.95" it might arouse some suspicion as to the validity of the statement, therefore we say, as you see, "Hats of Superior Quality"—this, we are sure you will be convinced, is stating it mildly when you see the Hats.

There'll be a window of them, showing a limited number. There are many more in the Millinery Section that are just as captivating—and we'll leave you to judge the values. There are all-white and white and black effects in large Panamas and Milan Homps, beautifully trimmed in flowers, wings and fancy ostrich feathers.

Monday at.....\$4.95

Hats ideal for summer. Choice of about a hundred.

## Basement Salesroom

SKIRTS—98c, \$1.95, \$2.95

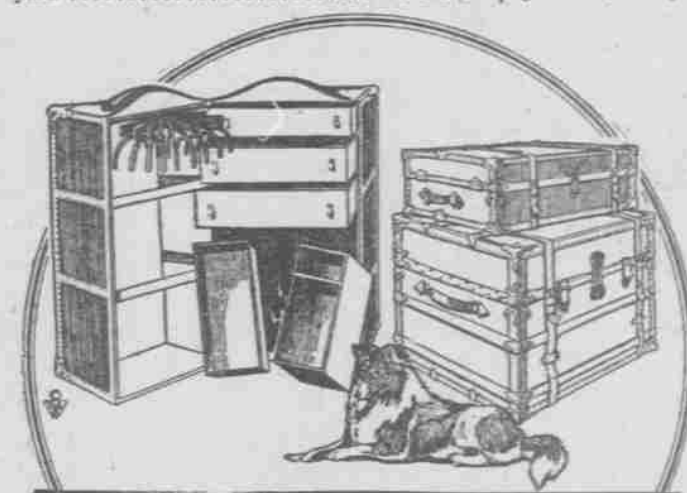
White Pique and Linene Skirts in neatly made styles, trimmed with buttons and pockets; sizes 22 to 36 waist measures. Unusual values at.....98¢

Skirts \$1.95.

Basement store special. There are serges, novelty mixtures, and novelty suitings; plain and fancy trimmed flare styles. Values usually sold at a dollar more.

Skirts \$2.95.

Pocket and yoke trimmed flare skirts in every new and wanted fabric including black and white checks, serges, gabardines, poplins. They are specially priced at \$2.95.



## Getting Ready to Go Away?

Travel With These Excellent Trunks  
Genuine Fiber Trunks at \$25.00

It's a source of satisfaction to feel that your belongings are safe when traveling—these genuine fiber trunks are guaranteed to stand all slams and knocks. They are made of all-Fiber, 4-ply, reinforced at every exposed part.

**OUR EXPOSITION FIBRE  
DRESS TRUNKS  
AT \$10.50**

The finest Trunks ever offered at such a low price. All the best ideas of trunk-making are incorporated in their construction; every exposed part is protected by metal clamps; full riveted; cloth lined; two trays.

**34 INCH  
BASSWOOD TRUNKS  
\$7.50**

A specially well-made Trunk for traveling. Lock-joint Basswood, canvas covered, waterproof painted; bound with good heavy fiber; heavy brass-plated steel hardware; Excelsior brass lock; heavy straps; double tray. A splendid value.

Trunk Section, 2nd Floor